AMENDMENTS TO THE CLAIMS

1. (Currently amended) In a computer, a computer implemented method for managing media delivery for a plurality of media, the method comprising:

for a defined period of time, calculating a dynamic rotation frequency for each of the plurality of media by the computer, wherein the period of time corresponds to a set of discrete time segments, wherein each dynamic rotation frequency is based upon a quotient defined at a current time segment in the defined period of time by a numerator corresponding to a delivery goal for a corresponding one of the plurality of media for the defined period of time and a denominator corresponding to a sum of an estimated number of display opportunities for time segments in the defined period of time yet to be encountered ~~during a predetermined period of time~~ and actual display opportunities for time segments in the defined period of time already encountered;

obtaining a request for media by the computer;

determining one or more of the plurality of media to deliver in response to the request by the computer, wherein the determination of the one or more of the plurality of media corresponds to the dynamic rotation frequency of the determined one or more of the plurality of media;

outputting the one or more determined media by the computer; and

~~in response to outputting,~~ dynamically adjusting the dynamic rotation frequency for the one or more output media by the computer, wherein the rotation frequency is dynamically adjusted by updating the sum of the estimated number of display opportunities for time segments in the defined period of time yet to be encountered during a predetermined period of time and actual display opportunities for time segments in the defined period of time already encountered by replacing an estimated number of display opportunities for the current time segment with an actual number of display opportunities for the current time segment ~~as a function of the number of actual display opportunities encountered during the predetermined period of time, wherein the dynamically adjusted rotation frequency is based upon a quotient of the delivery goal and a sum~~

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~~of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for a remaining time in the predetermined period of time~~.

2. (Previously presented) The method as recited in Claim 1, wherein the rotation frequency is used to assign a priority to each of the plurality of media based upon a comparison of each dynamic rotation frequency.

3. (Previously presented) The method as recited in Claim 2, further comprising updating the assigned priorities for each of the plurality of media based upon the dynamically adjusted dynamic rotation frequency.

4-5. (Canceled)

6. (Previously presented) The method as recited in Claim 1, wherein the sum of the number of display opportunities and the estimated number of display opportunities remaining is embodied in a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to a total of the predetermined period of time.

7. (Previously presented) The method as recited in Claim 6, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the predetermined period of time.

8. (Previously presented) The method as recited in Claim 1, wherein the media is advertising media to be delivered during the predetermined period of time, and wherein the predetermined period of time is an advertisement delivery campaign.

9-10. (Canceled)

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11. (Currently amended) A computer-implemented advertisement media delivery system, the system comprising:

an advertisement media manager operable to:

generate new advertisement media campaigns;

calculate a dynamic rotation frequency based upon a quotient defined by a numerator corresponding to a delivery goal for an advertisement media campaign and a denominator corresponding to ~~an estimated number of display opportunities to be encountered during the advertisement media campaign~~ a total number of display opportunities encountered in a defined period of time, wherein the total number of display opportunities is the sum of an estimated number of display opportunities for time segments subsequent to a current time and actual display opportunities for time segments prior to the current time, wherein the delivery goal is obtained from the advertisement media manager;

select and deliver one or more advertisement media based on the dynamic rotation frequency; and

dynamically adjust the dynamic rotation frequency in response to selecting and delivering one or more advertisement media, wherein the rotation frequency is dynamically adjusted by updating total number of display opportunities encountered in a defined period of time by replacing an estimated number of display opportunities for the current time segment with an actual number of display opportunities for the current time segment ~~as a function of the number of actual display opportunities encountered during the media delivery campaign, wherein the dynamically adjusted rotation frequency is based upon a quotient of the delivery goal and a sum of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for a remaining time in the predetermined period of time~~.

12. (Original) The advertisement media delivery system as recited in Claim 11, wherein the advertisement media campaign includes information specifying a date range, a delivery goal, and a target market segment.

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13-16. (Canceled)

17. (Previously presented) The advertisement media delivery system as recited in Claim 11, wherein the advertisement scheduler maintains a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total time period allotted for the media delivery campaign.

18. (Original) The advertisement media delivery system as recited in Claim 17, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the media delivery campaign.

19. (Currently amended) In a computer, a computer-implemented method for tracking media display opportunities in a dynamic array for an item of media, wherein the dynamic array includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal by the computer, a target market segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array by the computer, wherein each array element corresponds to time segments in a fixed time period and wherein the sum of the array element time periods equal the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the time ~~period~~ segment represented by array element by the computer;

outputting the item of media by the computer;

at a current time, dynamically replacing the estimated number of display opportunities with an actual number of media display opportunities encountered by the computer in the array element corresponding to the current time; and

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determining a dynamic rotation frequency based upon a quotient of the delivery goal and sum of the dynamic array.

20. (Original) The method as recited in Claim 19, wherein each array element corresponds to an equal fixed time period.

21. (Canceled)

22. (Original) The method as recited in Claim 19, wherein the media is advertising media to be delivered during an advertisement media campaign.

23-24. (Canceled)

25. (Currently amended) A computer-readable medium having computer-executable instructions for performing a computer-implemented method for managing media delivery for a plurality of media, the method comprising:

for a defined period of time, calculating a dynamic rotation frequency for each of the plurality of media, wherein the period of time is defined by an array of consecutive discrete time units, wherein each dynamic rotation frequency is based upon a quotient at a current time in the defined period of time defined by a numerator corresponding to a delivery goal for a corresponding one of the plurality of media for the defined period of time and a denominator corresponding ~~to an estimated number of display opportunities to be encountered during a predetermined period of time~~ a dynamic sum of an estimated number of display opportunities for time units subsequent to the current time and actual display opportunities for time units occurring previous to the current time;

obtaining a request for media;

determining one or more of the plurality of media to deliver in response to the request, wherein the determination of the one or more of the plurality of media corresponds to the dynamic rotation frequency of the determined one or more of the plurality of media;

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outputting the one or more determined media; and

in response to outputting, dynamically ~~adjusting the dynamic rotation frequency for the one or more output media by the computer, wherein the rotation frequency is dynamically adjusted as a function of the number of actual display opportunities encountered during the predetermined period of time, wherein the dynamically adjusted rotation frequency is based upon a quotient of the delivery goal and a sum of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for a remaining time in the predetermined period of time~~ updating the sum subsequent to the current time and actual display opportunities for time units occurring previous to the current time by replacing an estimated number of display opportunities for the current time with an actual number of display opportunities for the current time.

26. (Previously presented) The method as recited in Claim 25, wherein the rotation frequency is used to assign a priority to each of the plurality of media based upon a comparison of each dynamic rotation frequency.

27. (Previously presented) The method as recited in Claim 26, further comprising updating the assigned priorities for each of the plurality of media based upon the dynamically adjusted dynamic rotation frequency.

28-29. (Canceled)

30. (Previously presented) The method as recited in Claim 25, wherein the sum of the number of display opportunities and the estimated number of display opportunities remaining is embodied in a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total of the predetermined period of time.

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31. (Previously presented) The method as recited in Claim 30, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the predetermined period of time.

32. (Previously presented) The method as recited in Claim 25, wherein the media is advertising media to be delivered during the predetermined period of time, and wherein the predetermined period of time is an advertisement delivery campaign.

33. (Currently amended) A computer system having a processor, a memory, and an operating environment, the computer system operable for performing a computer implemented method for managing media delivery for a plurality of media, the method comprising:

calculating a dynamic rotation frequency for each of the plurality of media, wherein each dynamic rotation frequency is based upon a quotient defined by a numerator corresponding to a delivery goal ~~for a corresponding one of the plurality of media~~ and a denominator corresponding to ~~an estimated number of display opportunities to be encountered during a predetermined period of time~~ a dynamic sum of an estimated number of display opportunities for time units subsequent to a current time and actual display opportunities for time units occurring previous to the current time, wherein the estimated number of display opportunities corresponds to a non-linear prediction of display opportunities;

obtaining a request for media;

determining one or more of the plurality of media to deliver in response to the request, wherein the determination of the one or more of the plurality of media corresponds to the dynamic rotation frequency of the determined one or more of the plurality of media;

outputting the one or more determined media; and

in response to outputting, dynamically adjusting the dynamic rotation frequency for the one or more output media by the computer, wherein the rotation frequency is dynamically

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adjusted ~~as a function of the number of actual display opportunities encountered during the predetermined period of time, wherein the dynamically adjusted rotation frequency is based upon a quotient of the delivery goal and a sum of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for a remaining time in the predetermined period of time~~ by updating the sum subsequent to the current time and actual display opportunities for time units occurring previous to the current time by replacing an estimated number of display opportunities for the current time with an actual number of display opportunities for the current time.

34. (Previously presented) The method as recited in Claim 33, wherein the rotation frequency is used to assign a priority to each of the plurality of media based upon a comparison of each dynamic rotation frequency.

35. (Previously presented) The method as recited in Claim 34, further comprising updating the assigned priorities for each of the plurality of media based upon the dynamically adjusted dynamic rotation frequency.

36-37. (Canceled)

38. (Previously presented) The method as recited in Claim 33, wherein the sum of the number of display opportunities and the estimated number of display opportunities remaining is embodied in a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total of the predetermined period of time.

39. (Previously presented) The method as recited in Claim 38, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the predetermined period of time.

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40. (Previously presented) The method as recited in Claim 33, wherein the media is advertising media to be delivered during the predetermined period of time, and wherein the predetermined period of time is an advertisement delivery campaign.

41. (Currently amended) A computer-readable medium having computer-executable instructions for performing a computer-implemented method for tracking media display opportunities in a dynamic array for an item of media, wherein the dynamic array includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal, a target market segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array, wherein each array element corresponds to a fixed time period and wherein the sum of the array element time periods equal the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the time period represented by array element, wherein the estimated number of display opportunities is based on a non-linear prediction of display opportunities;

upon completion of a current time in the time period, dynamically replacing the estimated number of display opportunities with an actual number of media display opportunities encountered; and

determining a dynamic rotational frequency based upon a quotient of the delivery goal and sum of the delivery array.

42. (Previously presented) The method as recited in Claim 41, wherein each array element corresponds to an equal fixed time period.

43. (Canceled)

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44. (Previously presented) The method as recited in Claim 41, wherein the media is advertising media to be delivered during an advertisement media campaign.

45. (Currently amended) A computer system having a processor, a memory and an operating environment, the computer system operable for performing a computer implemented method for tracking media display opportunities in a dynamic array for an item of media, wherein the dynamic array includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal, a target market segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array, wherein each array element corresponds to a fixed time period and wherein the sum of the array element time periods equal the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the time period represented by array element, wherein the estimated number of display opportunities is based on a non-linear prediction of display opportunities;

dynamically replacing the estimated number of display opportunities with an actual number of media display opportunities encountered; and

determining a dynamic rotational frequency based upon a quotient of the delivery goal and sum of the dynamic array.

46. (Previously presented) The method as recited in Claim 45, wherein each array element corresponds to an equal fixed time period.

47. (Canceled)

48. (Previously presented) The method as recited in Claim 45, wherein the media is advertising media to be delivered during an advertisement media campaign.

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